

FROM (DEPT/ DIVISION): Community Development

SUBJECT: Site Selection Magazine Advertisement Approval

<p>Background: The Community Development Department in partnership with the county’s tourism coordinator request approval to contract with Duquette Media to develop a standalone “Explore Umatilla County” website. Given the county’s growing social media engagement, adding a dedicated tourism website would elevate the county’s exposure and expand capacity for future marketing campaigns. A strong website presence would also complement and connect with the county’s current tourism initiatives such as Farm to Square and the Farm Trails Program. Duquette Media has prepared a proposal (see attached) for content and website development. Staff propose using the Economic Development Advertising Fund to facilitate this project.</p>	<p>Requested Action: Authorize Community Development Department to contract with Duquette Media in the amount not to exceed \$10,000 to develop a standalone “Explore Umatilla County” website.</p>
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ATTACHMENTS: Duquette Media Proposal

Date: ( 12/19/25 ) Submitted By: Robert Waldher, Community Development Director

\*\*\*\*\*For Internal Use Only\*\*\*\*\*

Checkoffs:

- ( ) Dept. Head (copy)
- ( ) Human Resources (copy)
- ( ) Fiscal
- ( ) Legal (copy)
- ( ) (Other - List:)

To be notified of Meeting:  
Robert Waldher, Karie Walchli

Needed at Meeting:  
Robert Waldher

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Scheduled for meeting on: December 29, 2025

Action taken:

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Follow-up:



# EXPLORE UMATILLA COUNTY

Prepared by Colton Duquette and Emily McDougall - 07/29/2025

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## Proposal Summary:

This proposal provides two comprehensive options for the Umatilla County tourism website with estimated prices for final website and add ons. The first option is for a static website with less animations and less overall complexity, making it more affordable. The second option is for a more complex website design that allows for greater flexibility with adding and updating content on the website information and deeper visitor engagement.

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## Standard Design Package \$3,000 - \$3,500 (Estimated)

A simple, static, CMS-light (Content Management System), five-page website with user-friendly navigation and compelling visuals.

Example: <https://travelbakercounty.com/>

### Includes:

- **Five Pages:** Stay, Activities, Food, Events, Plan Your Trip
- **Standard Content:** Each page will feature up to 10 curated listings (e.g., Top 10 restaurants, activities, places to stay)
- **Static Design:** Use of static outlines for pages with a few CMS-based pages.
- **Events Template:** Easily editable by client post-launch
- **Filtering:** Limited: links may often redirect to third-party sites
- **Maintenance Needs:** Manual updates may be required over time

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## Premium Design Package – \$6,000–\$8,000 (Estimated)

A dynamic, CMS-heavy (Content Management System) site, allowing for seamless updates and deeper visitor engagement.

Example: <https://www.codyyellowstone.org/stay/>

### Includes:

- **Five Pages:** Stay, Activities, Food, Events, Plan Your Trip
- **Comprehensive Content:** Each page will feature the top 10 curated listings (e.g., a hotel or restaurant). Each listing will link to its own dynamic sub-page, containing contact info, address, and more details.
- **Dynamic Design:** Comprehensive CMS-based pages designed to support easy navigation for users and streamlined content management for the client.
- **Events Template:** Client can update event listings independently once the site is live.
- **Enhanced Filtering:** Easier filtering and searching capabilities for users with more links connecting back to the site itself.
- **Maintenance Needs & Scalability:** Streamlined ability to feature new listings, add and manage website content independently without changing the structure of the website.

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## Add-On Options:

Item Price Range

Additional Static Page _____	\$100–\$150
Additional Dynamic CMS Page _____	\$250–\$300
Interactive Map (able to filter trails, hotels, restaurants, etc.) _____	\$400–\$500
Listings Exceeding Top 10 (per 5 new items) _____	\$75–\$125
Post-launch Maintenance or Design Fixes _____	\$100/hour

\* Costs may vary depending on complexity or third-party tools used. All map-related tools or extra charges will be discussed with the client in advance.

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## Client Responsibilities

Content: Client will provide all written copy, photographs, and/or video assets needed to build and enhance the website.

Total Estimate:

Standard Package: \$3,000–\$3,500

Premium Package: \$6,000–\$8,000

Final cost may vary based on selected features and add-ons.

Please let us know if you have any questions or concerns.

Sincerely, the Duquette Media team.